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"ENRICHED" FLOUR AND BREAD

White flour and white bread are coming to market now in a new "enriched" form--that is, with a higher mineral and vitamin content than ordinary white flour or bread.

"Women who bake their own bread may want to know a few basic facts about the new 'enriched' flour before they buy their next sack," suggests _____, _____, _____.
(Name) (Title) (Place)

"Nutritionally," says _____ "the 'enriched' flour differs from plain white flour in its content of thiamin chloride (vitamin B_1), nicotinic acid (pellagra-preventive factor), and iron. To be labeled 'enriched,' the flour has to come up to certain minimum standards for these three important food values. It may also have greater amounts of calcium and riboflavin in it than does plain white flour.

"Standards for the vitamins and minerals that must be included in 'enriched' flour have been recommended by the Committee on Foods and Nutrition of the National Research Council--which is a cooperative organization of the scientific men of this country. This committee has been working in an advisory capacity to the Administrator of Health and Welfare in the National Defense Program.

"If you want to make your own 'enriched' bread, buy 'enriched' flour and use it. And, if you use milk as the liquid, this adds calcium and riboflavin. Or, use whole-wheat flour. Whole-wheat flour is not being 'enriched.' But whole-wheat flour made from good, sound wheat already exceeds the minimum standards for at least two of the three required substances that are being included in the new 'enriched' white flours. Since all the nutrients of the wheat are retained in the whole-wheat flour after milling, there is no reason for enriching it."

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